

ANALYSIS OF EMPLOYER BRANDING BERAKHLAK GAPS IN THE DIGITAL SPACE OF FT UNY LECTURER

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ABSTRACT

This research aims to: (1) analyze the gap in BerAKHLAK's employer branding; (2) analyze differences in BerAKHLAK employer branding according to age group and career level. The core values of AKHLAK (Service Oriented, Accountable, Competent, Harmonious, Loyal, Adaptive and Collaborative) are the government's appeal to all ASN to be implemented into their daily work culture.

The research uses comparative survey methods and DEM (discrepancy evaluation model). The population was 172 ASN FT UNY lecturers, the sample size was determined by the formula: $n = N / (1 + Ne^2) = 172 / (1 + 0.43) = 120$ people who chose themselves as samples (self selection) and were appointed to the amount can be met. Data collection uses a questionnaire distributed via Google form. Construct validity and Cronbach's Alpha have been used to check the quality of the instrument. Analysis of gap data using radar diagrams and difference tests using analysis of variance.

The research results obtained an average employer branding score of BerAKHLAK of 8.76 and a gap of 1.24 or satisfactory. The results of analysis of variance obtained F 5.69 (sig. 0.00 < 0.05) and F 2.61 (sig. 0.05) indicating that there are differences in employer branding of AKHLAK between age groups and career levels. The sources that cause differences according to age groups are in the Service Oriented, Competent, Harmonious, Loyal and Adaptive components between the age group >55 years and the younger age group. The sources of differences according to career level come from the Competent, Harmonious and Collaborative components between expert assistants and careers above them. Based on the results of this research, it is hoped that FT UNY will increase the competence of lecturers in the digital space, especially in the age group > 55 years.

Kata Kunci: *Employer Branding, core value, digital literacy*